

July 29, 2015

VIA ELECTRONIC FILING

Marlene H. Dortch, Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Notice of Ex Parte In the matter of *Ensuring Customer Premises Equipment Backup Power for Continuity of Communications* (PS Docket No. 14-174); *Technology Transitions* (GN Docket No. 13-5); *Policies and Rules Governing Retirement of Copper Loops by Incumbent Local Exchange Carriers* (RM 11358); *Special Access for Price Cap Local Exchange Carriers* (WC Docket No. 05-25); *AT&T Corporation Petition for Rulemaking to Reform Regulation of Incumbent Local Exchange Carrier Rates for Interstate Special Access Services* (RM-10593)

Dear Ms. Dortch:

On Monday, July 27, 2015, Paul Plofchan, ADT Vice President for Government and Regulatory Affairs, along with Geoff Why of Mintz Levin and Rachel Sanford of ML Strategies, met with Travis Litman, Office of Commissioner Rosenworcel; Nick Degani, Office of Commissioner Pai; Amy Bender, Office of Commissioner O'Rielly; and Daniel Alvarez, Office of Chairman Wheeler. The purpose of this meeting was to discuss consumer notification requirements in the forthcoming Technology Transitions Order.

ADT supports a requirement for a neutral consumer notification that 1) educates consumers about the transition; (2) explains the impact of the transition on the functionality of existing services (e.g. in the case of existing alarms systems, that there is no impact on functionality); 3) and, if new types of services are included in the transition description or as part of consumer benefits, that these descriptions are provided without reference to any specific provider(s) or contain any product offers or marketing materials. A version of this rule, referred to as the "two-postage" rule, was proposed by ADTⁱ and supported in a subsequent filing by the Central Station Alarm Association.ⁱⁱ

One of the Commission's main goals in the Technology Transitions proceeding was to prevent consumer confusion and upselling. A neutral consumer notification helps achieve this goal by ensuring that consumers receive any marketing or advertising materials separate from notification about the technology transition itself. This communication about the transition itself is obligatory for the incumbent telecommunications service providers and should describe that the new technology supports existing alarm services. In addition, this rule helps provide equal (level playing field) access to customers and promotes free market competition for all service providers advertise services during and after the transition.

Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

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In the meeting with Mr. Alvarez, ADT commented on the company's progress related to the 2G-3G cellular transition.

Pursuant to Section 1.1206 of the Commission's rules, this letter is being filed via ECFS, and a copy will be provided via email to the attendees.

Very truly yours,

A handwritten signature in black ink, appearing to read "Geoffrey G. Why". The signature is fluid and cursive, with the first name "Geoffrey" written in a larger, more prominent script than the last name "Why".

Geoffrey G. Why

cc: Travis Litman, Office Commissioner Rosenworcel
Nick Degani, Office of Commissioner Pai
Amy Bender, Office of Commissioner O'Rielly
Daniel Alvarez, Office of Chairman Wheeler

ⁱ Ex Parte Letter filed by ADT Security Services, GN Docket No. 13-5, *et. al.*, (filed May 28, 2015).

ⁱⁱ Ex Parte Letter filed by Central Station Alarm Association, GN Docket No. 13-5, *et. al.*, (filed July 23, 2015).